

What is claimed is:

1. A sales support device comprising:

a unit receiving, from a customer terminal, a selected commercial product information related to a commercial product selected by a customer;

a unit storing a database with a customer identifying information related to the customer, and the selected commercial product information related to the customer, to be related to each other;

a unit receiving the customer identifying information from a trader terminal of a sales trader storing the customer identifying information; and

a unit connecting the trader terminal to the database stored with the selected commercial product information related to the customer in accordance with the customer identifying information.

2. A sales support device according to Claim 1, further comprising a unit assigning the customer identifying information, when receiving a request to connection to the device from the customer terminal.

3. A sales support device according to Claim 1, further comprising the unit transmitting the customer identifying information to the trader terminal in accordance with an operation toward the customer terminal.

4. A sales support device according to Claim 1, further comprising:

a unit receiving a request information about a request for a commercial product desired by the customer from the customer terminal; and

5 a unit transmitting the request information to the trader terminal.

5. A sales support device according to Claim 1, further comprising a unit updating the selected commercial product information stored on the database in accordance with update information given from the
10 trader terminal.

6. An executable-by-computer sales support program making a computer executes:

receiving, from a customer terminal, selected commercial product information related to a
15 commercial product selected by a customer;

storing a database with customer identifying information related to the customer and the selected commercial product information related to the customer, to be related to each other;

20 receiving the customer identifying information from a trader terminal of a sales trader storing the customer identifying information; and

connecting the trader terminal to the database stored with the selected commercial product
25 information related to the customer in accordance with the customer identifying information.

7. A sales support program according to Claim 6,

wherein the computer is made to further execute assigning the customer identifying information, when receiving a request to connecting to the device from the customer terminal.

5 8. A sales support program according to Claim 6, wherein the computer is made to further execute transmitting the customer identifying information to the trader terminal in accordance with an operation toward the customer terminal.

10 9. A sales support program according to Claim 6, wherein the computer is made to further execute:

 receiving a request information about a request for a commercial product desired by the customer from the customer terminal; and

15 transmitting the request information to the trader terminal.

 10. A sales support program according to Claim 6, wherein the computer is made to further execute updating the selected commercial product information stored on the database in accordance with update
20 information given from the trader terminal.

 11. A sales support method comprising:

 receiving, from a customer terminal, selected commercial product information related to a
25 commercial product selected by a customer;

 storing a database with customer identifying information related to the customer, and the selected

commercial product information related to the
customer, to be related to each other;

receiving the customer identifying information
from a trader terminal of a sales trader storing the
5 customer identifying information; and

connecting the trader terminal to the database
stored with the selected commercial product
information related to the customer in accordance
with the customer identifying information.

10 12. A sales support method according to Claim
11, further comprising assigning the customer
identifying information, when receiving a request to
connecting to the device from the customer terminal.

13. A sales support method according to Claim
15 11, further comprising transmitting the customer
identifying information to the trader terminal in
accordance with an operation toward the customer
terminal.

14. A sales support method according to Claim
20 11, further comprising:

receiving, a request information about a
request for a commercial product desired by the
customer from the customer terminal; and

transmitting the request information to the
25 trader terminal.

15. A sales support method according to Claim
11, further comprising updating the selected

commercial product information stored on the database
in accordance with update information given from the
trader terminal.